
Demographic & Economic Profile - Metro Milwaukee

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Population

Population Trends

The metro Milwaukee area covers four counties – Milwaukee, Ozaukee, Washington, and Waukesha counties – with a combined population of more than 1.5 million persons. This places Milwaukee among the United States' largest population centers, ranking as the 39th largest metro area.

The City of Milwaukee with 599,164 persons, ranks as the nation's 31st largest city and accounts for approximately 38% of the metro area population. Milwaukee is both the metro area's and the State of Wisconsin's largest municipality.

Milwaukee County is the most heavily populated county (956,023 persons) of the four-county area, accounting for 61% of the metro population. Waukesha County is the second largest with 393,843 persons. Washington and Ozaukee counties follow with 132,739 and 87,054 respectively.

Milwaukee County's population has posted an increase of 1.7% in the 2000 to 2013 period – while the three bordering suburban counties have recorded stronger growth rates. Among metro counties, Washington County, with an estimated 13% gain, posted the largest percentage increase over the 2000 to 2013 period. Waukesha (+9.2%) and Ozaukee (+5.8%) counties also recorded sizable gains.

Population

	2010	2013	% chg. 10-13
Metropolitan Milwaukee	1,555,908	1,569,659	0.9
Milwaukee County	947,735	956,023	0.9
Ozaukee County	86,395	87,054	0.8
Washington County	131,887	132,739	0.6
Waukesha County	389,891	393,843	1.0

Larger Municipalities

(15,000 or more persons)

	2010	2013	% chg. 10-13
Milwaukee	594,833	599,164	0.7
Waukesha	70,718	71,016	0.4
West Allis	60,411	60,697	0.5
Wauwatosa	46,396	47,134	1.6
New Berlin	39,584	39,834	0.6
Brookfield	37,920	37,999	0.2
Greenfield	36,720	37,159	1.2
Menomonee Falls	35,636	35,924	0.8
Franklin	35,451	36,310	2.4
Oak Creek	34,451	35,008	1.6
West Bend	31,078	31,550	1.5
Muskego	24,135	24,555	1.7
Mequon	23,132	23,334	0.9
South Milwaukee	21,156	21,239	0.4
Germantown	19,794	19,788	0.2
Cudahy	18,267	18,340	0.4

Population - Historical

	Milwaukee County	Ozaukee County	Washington County	Waukesha County	Metro Milwaukee
1950	871,047	23,361	33,902	85,901	1,014,211
1960	1,036,047	38,441	46,119	158,249	1,278,856
1970	1,054,249	54,461	63,839	231,338	1,403,887
1980	964,988	66,981	84,848	280,326	1,397,143
1990	959,275	72,831	95,328	304,715	1,432,149
2000	940,164	82,317	117,496	360,767	1,500,744
2010	947,735	86,395	131,887	389,891	1,555,908

Land Area

By land area the metro area covers 1,460 square miles. The largest county by area is Waukesha County with 556 square miles, while Ozaukee County, with 232 square miles, ranks as the smallest. Milwaukee and Washington counties have 242 and 431 square miles respectively.

Population Characteristics

Race & Ethnicity

Milwaukee's ethnic and racial heritage is rich and diverse. The Black/African American population represents the largest minority group in the metro area. By single race, Black persons numbered an estimated 267,767 in 2013 or 17.1% of the population. Persons of Hispanic origin totaled 158,035 or 10.1% of the 2013 population. The Asian population accounted for approximately 3.3% of the metro area's population, or 51,472 people. American Indians numbered 10,782 or 0.7% of the population. Persons identifying themselves as multi-racial, reporting two or more races, numbered 31,886 representing 2% of the population.

By ethnic group, persons reporting German heritage make up the metro area's largest ethnic group. Thirty-six percent of Milwaukeeans have German ancestry according to 2013 estimates. Other large ancestry groups include the Polish (11.1%), Irish (10%), English (4.5%), Italian (4.2%), Norwegian (3.9%), and French (3.3%).

Age & Sex

Metro Milwaukee's population ranks slightly younger than national figures. The median age of the metro Milwaukee population reached an estimated 37.4 years in 2013, slightly lower than the 37.6 year median for the nation. The metro area's population has aged over the 2010 to 2013 period, from a 2010 median age of 36.9 years to 2013's 37.4 years.

Totals for 2013 indicate large population groupings in the 25 to 34, and 45 to 54 age categories. Of these, the 45 to 54 age group was the largest with 222,469 persons. The strongest growth over the 2010 to 2013 period was posted in the 65 to 74 age group, which grew 15.5% in this period. The 55 to 64 age category, up 9.7%, and the 85 and over group, up 8.3%, also posted significant gains.

By sex, 51.3% of the 2013 population figures were female, while 48.7% were male.

Race & Hispanic Populations

	2010	2013	2013 % dist.
Metro Milwaukee total, all races	1,555,908	1,569,659	100.0
White	1,202,957	1,207,058	76.9
Black/African American	265,545	267,767	17.1
American Indian & Alaska Native	10,220	10,782	0.7
Asian	47,194	51,472	3.3
Native Hawaiian & other Pacific Islander	790	694	0.0
Two or more races	29,202	31,886	2.0
Hispanic/Latino population*	147,503	158,035	10.1

* Hispanic/Latino persons may be of any race.

Population by Age & Sex – 2010-2013

	2010	2013	% chg. 10-13
Metro Milwaukee total	1,555,908	1,569,659	0.9
Population by Sex			
Male	756,805	764,253	1.0
Female	799,103	805,406	0.8
Population by Age			
Under 5	103,565	101,252	-2.2
5-14	212,180	209,640	-1.2
15-24	217,496	210,142	-3.4
25-34	209,356	218,979	4.6
35-44	200,650	194,551	-3.0
45-54	233,471	222,469	-4.7
55-64	183,358	201,099	9.7
65-74	97,043	112,067	15.5
75-84	67,515	65,605	-2.8
85 years & over	31,274	33,855	8.3
Under 18 years	382,936	374,159	-2.3
18 to 64 years	977,140	983,973	0.7
65 years & over	195,832	211,527	8.0
Median Age	36.9	37.4	-

Housing & Construction

Housing

According to 2012 estimates, the metro area has 670,195 total housing units. Of the 623,682 occupied units, 59.9% were owner-occupied and 40.1% renter-occupied.

The age of the area's housing stock reflects building spurts of previous decades. Estimates from 2012 indicate 36.1% of all housing units were built in the 1940 to 1969 period, a time of significant population growth in the metro area.

More recently built housing units (built from 1990 or later) account for 19.6% of the housing stock, while 20.9% were built from 1970 to 1989. Older units, those built in 1939 or earlier, account for 23.5% of all units.

Building & Construction

Construction employment in the metro Milwaukee area averaged 25,000 in 2013, up from 2012's 23,900 construction jobs.

Over the past 10 years, the number of new dwelling unit permits issued in the metro area has averaged 3,001 per year, from a high of 5,902 in 2004 to 1,427 in 2009. In this period, new permits issued have been led largely by single family home activity. Of the 1,949 new dwelling unit permits issued in 2013, 1,275 were single-family unit permits.

Housing Units

	2010	2012	2012 % dist.
Housing Occupancy			
All housing units	669,879	670,195	100.0
Occupied housing units	622,087	623,682	93.1
Vacant housing units	47,792	46,513	6.9
Housing Tenure			
Occupied housing units	622,087	623,682	100.0
Owner-occupied units	380,813	373,765	59.9
Renter-occupied units	241,274	249,917	40.1

New Dwelling Unit Permits Issued

	Single Family Units	Two Family Units	Multi-Family Units	Total
2003	3,939	344	2,184	6,467
2004	3,840	306	1,756	5,902
2005	3,361	262	1,821	5,444
2006	2,624	142	1,524	4,290
2007	2,082	106	1,078	3,266
2008	1,215	58	1,152	2,425
2009	875	50	502	1,427
2010	955	64	910	1,929
2011	900	64	614	1,578
2012	1,034	30	733	1,797
2013	1,275	50	624	1,949

Construction Activity

	Signed Construction Contracts (\$)		
	Nonresidential	Residential	Total
2003	891,622,000	1,063,321,000	1,954,943,000
2004	885,005,000	1,429,390,000	2,314,395,000
2005	1,019,669,000	1,322,238,000	2,341,907,000
2006	1,448,116,000	1,011,058,000	2,459,174,000
2007	971,473,000	790,674,000	1,762,147,000
2008	1,111,238,000	566,827,000	1,678,065,000
2009	582,151,000	427,985,000	1,010,136,000
2010	473,196,000	454,964,000	928,160,000
2011	623,624,000	535,402,000	1,159,026,000
2012	770,876,000	477,892,000	1,248,768,000
2013	619,935,000	580,676,000	1,200,611,000

Income

Personal Income

Total personal income for the metro Milwaukee area was \$73.6 billion in 2012, which translates into a per capita personal income of \$46,943, 7.3% higher than the per capita figure for the United States as a whole. Metro Milwaukee ranks 42nd among the nation's 381 metropolitan areas in per capita personal income.

The metro area's per capita personal income figure rose at a 30.3% pace over the 2003 to 2012 period, while total personal income increased 34.4%.

Household Income

The median household income total for 2012 (from the American Community Survey) reached an estimated \$52,605 for the metro area, up 5.7% from 2010. For 2012, metro Milwaukee's median ranks somewhat higher than for the nation as a whole (\$51,371).

Personal Income – Metro Milwaukee

	Total (000)	Per Capita	U.S. Per Capita
2003	54,748,367	36,025	32,676
2004	57,181,544	37,563	34,300
2005	59,248,099	38,918	35,888
2006	63,549,937	41,702	38,127
2007	65,591,667	42,857	39,804
2008	67,484,337	43,871	40,873
2009	67,221,719	43,380	39,357
2010	67,844,424	43,582	40,163
2011	71,009,836	45,477	42,298
2012	73,558,198	46,943	43,735

Household Income – Metro Milwaukee

	2010	2012
Total households	615,244	623,682
Households by income Group:		
Under \$10,000	40,599	45,337
\$10,000 - \$14,999	36,019	37,194
\$15,000 - \$24,999	77,722	71,856
\$25,000 - \$34,999	68,998	61,661
\$35,000 - \$49,999	85,303	81,051
\$50,000 - \$74,999	109,038	114,044
\$75,000 - \$99,999	75,430	80,153
\$100,000 - \$149,999	79,261	80,851
\$150,000 - \$199,999	22,761	26,598
\$200,000 or more	20,113	24,937
Median household income	\$49,774	\$52,605

Labor Force

Unemployment

Occupational and industry diversity best characterizes the metro Milwaukee area's labor force. This diversity has helped keep annual unemployment rates for the metro area generally under those posted nationally. Over the 2004 to 2013 period, metro Milwaukee's unemployment rate has averaged 0.3 percentage points under the nation's rate. The metro area jobless rate ranked under the nation's in eight of these ten years. For 2013, metro Milwaukee's 7.3% rate ranked slightly below the nation's 7.4% rate.

Unemployment Rates

	Metro Milwaukee	U.S.
2003	6.1%	6.0%
2004	5.4%	5.5%
2005	5.0%	5.1%
2006	4.9%	4.6%
2007	5.0%	4.6%
2008	4.9%	5.8%
2009	8.9%	9.3%
2010	8.9%	9.6%
2011	8.0%	8.9%
2012	7.5%	8.1%
2013	7.3%	7.4%

Nonfarm Employment

	2006	2007	2008	2009	2010	2011	2012	2013
Total nonfarm payroll employment	850,600	857,300	852,800	812,300	804,900	810,400	816,600	825,800
Construction, mining & nat. res.	34,900	35,700	33,900	29,200	25,900	24,600	23,900	25,000
Manufacturing	133,200	133,200	130,800	115,600	112,700	117,000	119,600	119,300
Trade, transportation & utilities	154,400	153,600	150,700	142,400	138,800	139,600	139,700	140,000
Information	17,800	17,500	17,300	16,500	15,600	15,400	14,800	14,600
Financial activities	57,700	58,200	58,300	57,300	56,000	55,500	54,600	54,200
Professional & business services	111,400	114,600	114,300	103,300	106,800	111,800	115,500	118,300
Educational & health services	137,100	139,800	142,400	145,400	147,000	145,000	147,600	151,600
Leisure & hospitality	70,900	71,900	70,000	68,200	67,700	68,900	70,800	72,400
Other service, exc. public	41,400	41,900	42,600	42,600	44,400	43,300	42,200	42,200
Government	91,800	91,000	92,500	92,000	90,100	89,400	88,000	88,300

Industrial Makeup

The metro area has been evolving from a goods producing employment base to a more service based one. Since 1990, the goods-producing sector has gone from employing 25% of Milwaukee's workforce to 17.5% in 2013. Conversely, the service-providing job share rose from 75% in 1990 to 82.5% in 2013.

Nonetheless, the metro area has a greater share of its workforce in manufacturing (14.4%) than the nation as a whole (8.8%). Of the nation's largest metro areas, Milwaukee has the second largest percentage of its workforce in manufacturing. The area's financial activities, professional & business services, educational & health services and other services sectors are also over-represented in employment terms. On the other hand, the construction, trade, transportation & utilities, information, leisure & hospitality, and

Employment Distribution

	2013	% dist.	U.S. % dist.
Total nonfarm payroll employment	825,800	100.0	100.0
Construction, mining & nat. res.	25,000	3.0	4.9
Manufacturing	119,300	14.4	8.8
Trade, transportation & utilities	140,000	17.0	19.0
Information	14,600	1.8	2.0
Financial activities	54,200	6.6	5.8
Professional & business services	118,300	14.3	13.6
Educational & health services	151,600	18.4	15.5
Leisure & hospitality	72,400	8.8	10.4
Other service, exc. public	42,200	5.1	4.0
Government	88,300	10.7	16.0

Economy

Establishments

For 2012, business establishments in metro Milwaukee numbered 37,728, a 3.6% increase from 1990 levels. Among 2012's total number, 36,474 business establishments have less than 100 employees while 1,254 have 100 or more.

By major industry, the health care & social assistance sector posted the largest number of total establishments with 4,732 while the retail sector had the biggest group of establishments with less than 100 employees. Conversely, the manufacturing sector registered the largest number of establishments with 100 or more employees (275) out of a total number of 2,463.

Retail Trade

Metro Milwaukee represents a substantial retail market. Retail sales reached \$18.9 billion in 2007, according to the U.S. Census Bureau's Economic Census. Retail sales per capita totaled \$12,234 for that year.

By major store group, motor vehicles & parts dealers made up the largest part of retail sales by sales volume, with \$4.4 billion in sales, according to 2007 Economic Census figures. Food & beverage stores, at \$3 billion and general merchandise stores, with \$2.5 billion followed in rank order.

Business Establishments by Industry - 2012

	Total	By # of employees	
		<100	≥100
Total, metro Milwaukee	37,728	36,474	1,254
Forestry, fishing, hunting & ag. sup.	25	25	0
Mining	22	22	0
Utilities	63	53	10
Construction	2,995	2,977	18
Manufacturing	2,463	2,188	275
Wholesale trade	2,406	2,333	73
Retail trade	4,724	4,559	165
Transportation & warehousing	1,037	991	46
Information	592	555	37
Finance & insurance	2,684	2,619	65
Real estate & rental & leasing	1,329	1,320	9
Professional, scientific & tech. ser.	3,820	3,754	66
Management of companies & enter.	389	335	54
Admin., sup., waste mgt. & remed.	2,325	2,215	110
Educational services	580	546	34
Health care & social assistance	4,732	4,531	201
Arts, entertainment & recreation	605	584	21
Accommodation & food services	3,187	3,146	41
Other services (exc. public admin.)	3,730	3,701	29
Unclassified establishments	20	20	0

Wholesale & Retail Trade Activity - 2007

NAICS	Type of Store	Establishments	Sales (\$000)
Wholesale trade total, metro Milwaukee		2,654	40,493,091
421	Durable goods	1,700	23,032,338
422	Nondurable goods	600	12,996,389
423	Wholesale electronic markets & agents & brokers	354	4,464,364
Retail trade total, metro Milwaukee		5,012	18,898,837
441	Motor vehicle & parts dealers	511	4,355,877
442	Furniture & home furnishing stores	293	536,632
443	Electronics & appliance stores	277	611,752
444	Building material & garden equip. & supplies dealers	413	1,467,371
445	Food & beverage stores	614	2,988,525
446	Health & personal care stores	464	1,562,729
447	Gasoline stations	514	2,094,685
448	Clothing & clothing accessories stores	652	786,993
451	Sporting goods, hobby, book & music stores	298	482,399
452	General merchandise stores	166	2,518,226
453	Miscellaneous store retailers	542	459,224
454	Non-store retailers	268	1,079,424

Economy

Service Sector

Recent job growth in the metro area has largely come in the service-providing sector. Over the 1990 to 2013 period, service-providing jobs grew 20.2%, an addition of 114,600 jobs, and outpaced the 9.1% growth in employment posted overall.

Companies based in the Milwaukee area are national leaders in such diverse service industries as law, health, advertising, banking, securities, air travel, insurance, mutual funds, and data processing.

Industrial Sector

Metro Milwaukee is a leading center of manufacturing activity. Of the nation's largest metro areas, Milwaukee ranks second in the percentage (14.4%) of its workforce in manufacturing. Only San Jose, California ranks higher. By value of shipments, metro Milwaukee (with \$41.3 billion) ranks as the 20th largest metro manufacturing center in the U.S.

Although Milwaukee is known as a brewing center, less than 1% of its workforce is employed in brewing. Over one-third of all manufacturing employees are employed in machinery & equipment production. Milwaukee area manufacturers are leaders nationally in the production of x-ray apparatus & tubes, small gasoline engines, malt beverages, iron & steel forgings, mining machinery, construction machinery, speed changers & drives, leather goods and commercial printing.

High-tech business establishments in the Milwaukee area number over 3,300 and employ more than 102,000 people. Milwaukee is a leading producer of such advanced technology products as medical diagnostic instruments, industrial robots, electronic controls & systems for factory automation, CAD/CAM processing, avionics and advanced ceramics.

Selected Manufacturing Industries - 2007

NAICS	Industry	Value of Shipments (\$000)
Manufacturing total, metro Milwaukee		41,284,158
311	Food	4,291,526
312	Beverage & tobacco products	N.A.
316	Leather & allied products	N.A.
321	Wood products	N.A.
322	Paper	972,670
323	Printing & related support activities	N.A.
325	Chemicals	N.A.
326	Plastics & rubber products	1,183,898
327	Nonmetallic mineral products	405,407
331	Primary metals	N.A.
332	Fabricated metal products	5,208,496
333	Machinery	6,419,578
334	Computer & electronic products	N.A.
335	Electrical equip., appliance & components	4,138,334
336	Transportation equipment	2,036,271
337	Furniture & related products	N.A.
339	Miscellaneous	N.A.

Selected Services - 2007

NAICS	Industry	Sales/Receipts (\$000)
484	Truck transportation	1,403,410
485	Transit & ground passenger transportation	274,849
488	Support activities for transportation	367,197
492	Couriers & messengers	553,971
511	Publishing services (except internet)	1,366,084
515	Broadcasting (except internet)	285,857
518	Internet services & data processing	1,338,149
523	Securities intermediation & website services	2,627,478
531	Real estate	1,143,416
532	Rental & leasing services	512,518
561	Administrative & support services	2,699,143
562	Waste management & remediation services	409,482
611	Education services (private)	193,294
621	Ambulatory health care services	4,298,899
622	Hospitals	4,861,288
623	Nursing & residential care facilities	1,104,956
71	Arts, entertainment & recreation	1,250,405
721	Accommodations	317,973
722	Food services & drinking places	2,147,075
811	Repair & maintenance	864,450
812	Personal & laundry services	483,494
813	Religious /civic/professional organizations	906,960

Economic Indicators 2009 - 2013

	2009	2010	2011	2012	2013
Nonfarm Payroll Employment					
Total nonfarm payroll employment	812,300	804,900	810,400	816,600	825,800
Construction, mining & nat. res.	29,200	25,900	24,600	23,900	25,000
Manufacturing	115,600	112,700	117,000	119,600	119,300
Trade, transportation & utilities	142,400	138,800	139,600	139,700	140,000
Information	16,500	15,600	15,400	14,800	14,600
Financial activities	57,300	56,000	55,500	54,600	54,200
Professional & business services	103,300	106,800	111,800	115,500	118,300
Educational & health services	145,400	147,000	145,000	147,600	151,600
Leisure & hospitality	68,200	67,700	68,900	70,800	72,400
Other service, exc. public	42,600	44,400	43,300	42,200	42,200
Government	92,000	90,100	89,400	88,000	88,300
Labor Force Data					
Labor Force	807,658	798,514	799,700	794,768	797,410
Employed	735,671	727,475	735,511	735,389	739,425
Unemployed	71,987	71,039	64,189	59,379	57,985
Unemployment Rate (%) - Metro Milwaukee	8.9	8.9	8.0	7.5	7.3
Unemployment Rate (%) - United States	9.3	9.6	8.9	8.1	7.4
Income					
Total Personal Income (\$ mil.)	67,222	67,844	71,010	73,558	N.A.
Per Capita Personal Income (\$) - Metro Milwaukee	43,380	43,582	45,477	46,943	N.A.
Per Capita Personal Income (\$) - United States	39,357	40,163	42,298	43,735	N.A.
Consumer Prices					
Consumer Price Index* CPI-U (Milwaukee)	202.999	209.646	216.934	221.143	225.061
Consumer Price Index* CPI-U (U.S.)	214.537	218.056	224.939	229.594	232.957
Construction & Real Estate					
Const. Permit Value - New Residential (\$000)	299,505	371,214	310,893	391,738	451,380
Construction Contracts (\$000)	1,010,136	928,160	1,159,026	1,248,768	1,200,611
New Dwelling Unit Permits (#)	1,427	1,929	1,578	1,764	1,949
Existing Homes Sold (#)	13,511	10,336	10,884	13,396	14,472
Mortgages Issued (Milwaukee County) (#)	40,667	30,978	27,184	32,604	30,536
Transportation					
Mitchell International Air Passengers (#)	7,935,124	9,848,377	9,522,456	7,515,070	6,525,181
Port of Milw. Waterborne Commerce (tons)	3,381,200	2,434,985	2,901,151	2,267,094	N.A.
New-Car Registrations (#)	28,112	27,170	27,978	29,191	32,784
Miscellaneous Indicators					
Avg. Weekly Earnings (total private employees) (\$)	784.23	784.90	840.82	872.27	857.25
Business Establishments (#)	38,989	38,424	37,705	37,728	N.A.
Industrial Electricity Sales (Mil KWH)	4,659.2	4,778.4	4,752.6	4,796.2	4,645.1

* Consumer price for urban consumers, 1982-84=100.

Indicators are for metro Milwaukee (Milwaukee, Ozaukee, Washington & Waukesha counties) except where indicated. Selected indicators are subject to periodic revision.

Sources: McGraw-Hill, Milwaukee County Register of Deeds Office, Mitchell International Airport, Multiple Listing Service, U.S. Army Corps of Engineers, U.S. Department of Commerce, U.S. Department of Labor, We Energies, Wisconsin Department of Transportation and Wisconsin Department of Workforce Development.

Education

Primary Education

Metro Milwaukee's 51 public school districts have over 235,000 students and produce nearly 16,300 high school graduates annually. In addition, private schools in the metro area enroll nearly 58,000 students and produce 2,700 high school graduates per year.

The commitment of the Milwaukee area to primary education is evidenced by the strong performance of its students in college entrance exams. Metro Milwaukee public high school students post higher average composite college entrance exam scores (ACT) than the national average. Furthermore, Wisconsin high school students as a whole consistently rank among the top handful of states in performance on ACT and SAT scores.

Colleges & Universities

In the realm of higher education, metro Milwaukee is home to 22 institutions of higher learning, including 14 institutions which primarily grant four-year degrees or higher and eight institutions largely granting associate's degrees or technical certificates. These institutions enrolled over 102,000 persons in the 2012-2013 academic year.

Over 21,400 degrees and certificates were conferred over the 2012-2013 academic year by area institutions. Included in this total are 9,200 bachelor's degrees and over 5,000 post-graduate degrees.

Overall, metro Milwaukee's population is well educated. Estimates for 2012 indicate that 32.5% of the metro area's 25 year old and over population have a bachelor's degree or higher, larger than comparable state (27.1%) and national (29.1%) figures.

Years of School Completed

(persons 25 years and older)

	2012
Population age 25 years & older	1,038,932
Less than 9th grade	39,116
9th to 12th grade (no diploma)	65,837
High school graduate	285,540
Some college, no degree	222,755
Associate degree	88,431
Bachelor's degree	220,810
Graduate or professional degree	116,443
Percent high school graduates or higher	89.9
Percent Bachelor's degree or higher	32.5

Institutions of Higher Learning

	Enrollment*
Alverno College	2,522
Bryant & Stratton College	2,410
Cardinal Stritch University	4,614
Carroll University	3,571
Concordia University Wisconsin	7,751
Herzing University-Brookfield	290
ITT Technical Institute	599
Keller Graduate School of Management	373
Marquette University	11,749
Medical College of Wisconsin	1,209
Milwaukee Area Technical College	18,118
Milwaukee Institute of Art & Design	668
Milwaukee School of Engineering	2,564
Mount Mary College	1,640
Ottawa University-Milwaukee	401
Sanford-Brown College	354
University of Phoenix-Milwaukee	425
University of Wisconsin-Milwaukee	28,712
Univ. of Wis. Center-Washington County	998
Univ. of Wis. Center-Waukesha County	2,118
Waukesha County Technical College	10,286
Wisconsin Lutheran College	1,090

* Fall 2012 enrollment in degree & certificate programs.

Transportation

Air Service

Mitchell International Airport
(414) 747-5300
www.mitchellairport.com

Located eight miles south of Milwaukee's business center, it is the region's primary commercial airport. Mitchell International is served by 8 air carriers reaching 35 nonstop destinations. Metro Milwaukee is served by four other general aviation airports.

Port Facilities

Port of Milwaukee
(414) 286-3511

Location on one of the five Great Lakes provides Milwaukee with a direct route to the oceans, via the St. Lawrence Seaway. The Port serves both domestic and international locations with waterborne commerce totaling 2.3 million net tons in 2012. High-speed lake ferry service is available seasonally from Milwaukee to Muskegon, Michigan by Lake Express (www.lake-express.com).

Railroads

Milwaukee is served principally by four railroads which provide freight service to other important cities throughout the midwest and North America. Amtrak passenger service is available to all of the U.S. and Canada.

Highways

The metro Milwaukee area is accessible by 151 miles of expressways. Highways include Interstates I-43 and I-94 and U.S. highways 41, 45 and 18. Commute times in the metro area average 21.9 minutes (one-way), among the shortest commutes for major U.S. metro areas.

Mass Transit

Milwaukee County Transit System
(414) 344-6711
www.ridemcts.com

Mass transit needs are provided principally by the Milwaukee County Transit System. Its 48 regular routes place nearly 85% of county residents within one-quarter mile of bus

General Mitchell International Airport

	2011	2012	2013	% chg 12-13
Passengers	9,522,456	7,515,070	6,525,181	-13.2
Air Freight (lbs.)*	165,584	156,582	148,876	-4.9
Air Mail (lbs.)*	3,351	3,925	3,955	0.8
Available Seats	12,195,280	9,711,974	8,613,098	-11.3
Available per day	33,412	26,608	23,598	-11.3
Operations:				
Air Carrier, Large	78,437	66,566	58,235	-12.5
Air Carrier, Small	78,832	50,078	44,847	-10.5
General/Civil	14,380	14,951	13,707	-8.1
Military	1,368	1,771	2,760	55.8
Total	173,017	133,366	119,549	-10.4

* in thousands

Waterborne Commerce – Port of Milwaukee (net tons)

	Total	Domestic	Foreign	Imports	Exports
2002	3,126,642	1,707,539	1,419,103	885,579	533,524
2003	3,001,880	1,557,526	1,444,354	1,119,290	325,064
2004	3,155,896	1,826,504	1,329,392	1,075,511	253,881
2005	3,805,279	2,401,475	1,403,804	1,099,300	304,504
2006	4,007,146	2,588,516	1,418,630	921,629	497,001
2007	4,019,469	2,319,342	1,700,127	1,395,505	304,622
2008	3,240,169	2,025,913	1,214,256	1,146,320	67,936
2009	3,381,200	1,682,358	1,698,842	1,515,508	183,334
2010	2,434,985	1,323,427	1,111,558	997,012	114,546
2011	2,901,151	1,530,199	1,370,952	1,287,100	83,852
2012	2,267,094	1,374,856	892,238	892,238	0

Utilities & Taxes

Utilities

Electricity

We Energies
(800) 242-9137

Electric power is supplied by We Energies. A good balance of fuel resources used in the production of electricity results in an electric rate which compares favorably with the national average.

Gas Service

We Energies
(800) 242-9137

We Energies provides natural gas service to the greater Milwaukee area. Rates for Wisconsin utilities are competitive with national averages.

Water & Sewer

Milwaukee Water Works
(414) 286-2830

Milwaukee Metropolitan Sewerage District
(414) 272-5100

Milwaukee Water Works services most of Milwaukee County, while several cities tap directly into Lake Michigan. Sewerage treatment service for much of the area is provided by the Milwaukee Metropolitan Sewerage District.

Telecommunications

AT&T
(800) 403-3302

AT&T is the metro area's largest local telephone service provider. AT&T provides state-of-the-art business services, including electronic fiber connectivity and a fiber optic ring network in downtown Milwaukee.

Selected Taxes in Metro Milwaukee

Corporate Income Tax (State) 7.9%

Sales/Use (State/County) 5.6%*

Credit for electricity & fuel used for manufacturing	Tax credit
Manufacturing machinery	Exempt
Pollution control equipment	Exempt
Materials consumed in manufacturing	Exempt

Property Tax (Local): Among area municipalities, property tax rates range from \$13.26 to \$30.80 per \$1,000 of a property's full value. There is no property tax on non-business personal property.

Computers & related equipment	Exempt
Manufacturing machinery & equipment	Exempt
Manufacturing inventories	Exempt
Merchant's inventories	Exempt
Pollution control equipment	Exempt

Unemployment Compensation (State)

New Employers (3 yrs.), Payroll < than \$500,000	3.6%
New Employers (3 yrs.), Payroll ≥ than \$500,000	4.1%
Base	\$14,000
Minimum-Employers < \$500,000 in payroll	0.27%
Minimum-Employers ≥ \$500,000 in payroll	0.70%
Maximum-All employers	9.80%

Personal Income (State) (2014 rates)

Taxable Income - Married filing jointly	
\$0-\$14,540	4.00%
\$14,541-\$29,090	5.84%
\$29,091-\$320,250	6.27%
\$320,251+	7.65%
Taxable Income - Filing as single	
\$0-\$10,910	4.00%
\$10,911-\$21,820	5.84%
\$21,821-\$240,190	6.27%
\$240,191+	7.65%

Capital Gains (State)

For assets held for more than 12 months 30% exclusion

* Total sales tax in Milwaukee, Ozaukee, and Washington counties is 5.6%, while the total in Waukesha County is 5.1%.

Cost of Living & Corporate Community

Cost of Living

Milwaukee's ACCRA Cost of Living Index for 2014's first quarter was 101.9, slightly above the U.S. city average of 100. Grocery transportation and miscellaneous goods and services cost less than average. Overall housing, utilities and health care costs ranked above average.

Milwaukee's overall cost of living compares favorably with other large metro areas. Metro Milwaukee's cost of living falls below 70% of the nation's 20 largest metro areas.

Corporate Center

Metro Milwaukee's central location makes it a significant corporate center. One hundred thirty-eight business establishments in the Milwaukee area employ 500 or more employees. Seven Fortune 500 companies are headquartered in the metro area. In addition, more than 40 Fortune 500 companies have significant operations in the Milwaukee area.

ACCRA Cost of Living Index - First Quarter, 2014

U.S. Average =100	Composite
New York (Manhattan), NY	220.3
Los Angeles-Long Beach, CA	131.4
Seattle, WA	118.2
Chicago, IL	117.5
Minneapolis-St. Paul, MN	108.3
Milwaukee-Waukesha-West Allis, WI	101.9
Cleveland, OH	99.1
Atlanta, GA	97.6
Dallas, TX	95.7
Indianapolis, IN	94.5
St. Louis, MO-IL	93.4

Fortune 500 Companies Headquartered in Metro Milwaukee

Company (Fortune ranking)	Business type	\$ bil. in revenue ('13)
Johnson Controls, Inc. (68)	Control systems/auto components	42.7
Northwestern Mutual (110)	Life & disability insurance & annuities	29.0
ManpowerGroup (144)	Temporary employment services	20.3
Kohl's Corp. (151)	Department stores	19.0
Rockwell Automation (410)	Industrial automation controls & systems	6.4
Harley-Davidson, Inc. (433)	Motorcycles & accessories	5.9
Joy Global (493)	Mining machinery	5.0

Notes & Sources

Notes

Statistics given are for the metro Milwaukee area (Milwaukee, Ozaukee, Washington & Waukesha counties) unless otherwise indicated.

Sources

Fortune Magazine
McGraw Hill
Milwaukee County Register of Deeds Office
Mitchell International Airport
Multiple Listing Service
Port of Milwaukee
U.S. Army Corps of Engineers
U.S. Bureau of Economic Analysis
U.S. Bureau of Labor Statistics
U.S. Census Bureau
U.S. Department of Education, National Center for Education Statistics
Wisconsin Department of Public Instruction
Wisconsin Department of Workforce Development
We Energies
Wisconsin Department of Transportation

Economic Development Contacts

Metropolitan Milwaukee Association of Commerce (414-287-4100/www.mmac.org)
Milwaukee Department of City Development (414-286-5800/www.milwaukee.gov/dcd)
Milwaukee 7 (regional economic development organization) (866-596-6463/www.choosemilwaukee.com)
Wisconsin Economic Development Corporation (608-267-4417/www.inwisconsin.com)

For more information contact:

Economic Research Division
Metropolitan Milwaukee Association of Commerce
756 N. Milwaukee Street
Milwaukee, Wisconsin 53202

Web site: www.mmac.org
Telephone: (414) 287-4100
Fax: (414) 271-7753

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